Colgate-Palmolive – South African trademarks

Updated 8 November 2026

Colgate-Palmolive is a US consumer goods company. Its brands include Colgate toothpaste, Palmolive, Protex, Sta-Soft and Hill's pet food.

How Colgate-Palmolive has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#69
largest trademark owner in South Africa (of 121,626)

797
trademarks filed

13
different logos published since 2020

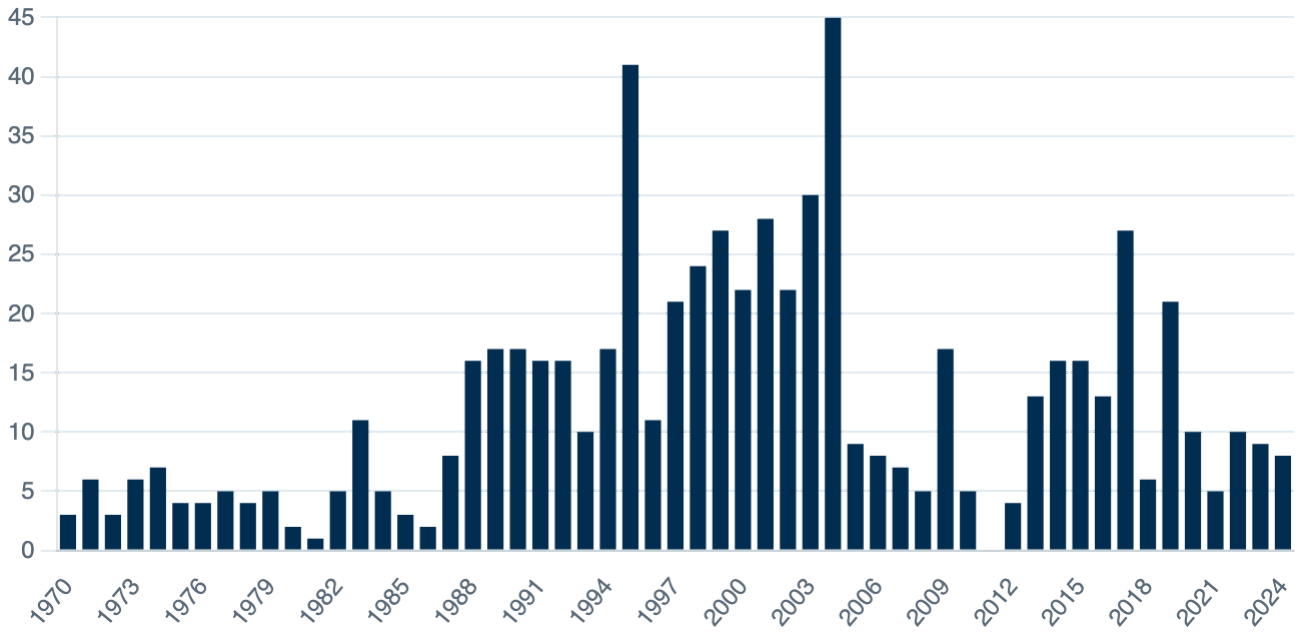
21
of 45 classes used

1918
first trademark filed

109
filed in the last 10 years

A portfolio built over time

Colgate-Palmolive filed its first South African trademark in 1918 and has filed 797 since; its busiest year was 2004, with 45 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

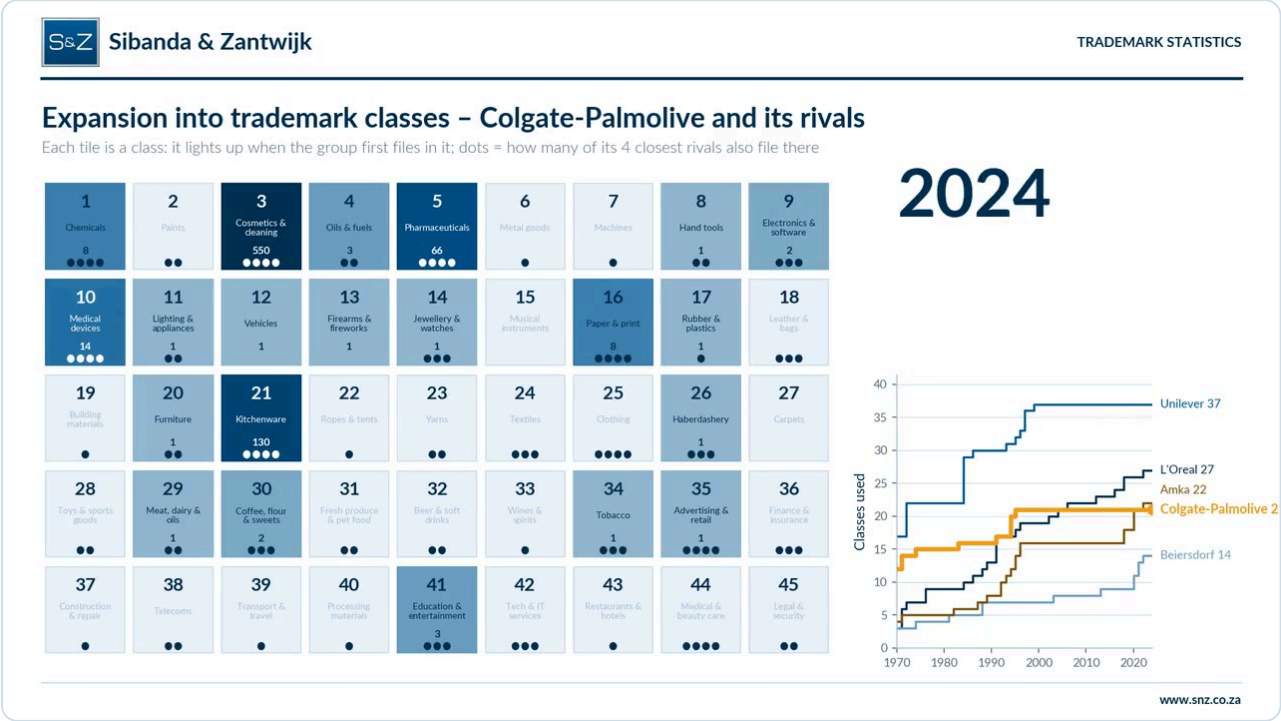
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Colgate-Palmolive	777	1918–2024
Colgate Palmolive Europe	20	1989–2023
Golgate Palmolive	10	1959–2007
Colgate Palmolive Investments	1	2006–2006

Where Colgate-Palmolive expanded its business

Trademark classes show what a business sells. Colgate-Palmolive's portfolio is concentrated in cosmetics & cleaning (class 3), kitchenware (class 21), pharmaceuticals (class 5). Its most recent moves were into coffee, flour & sweets (1995), advertising & retail (1994), education & entertainment (1994).

Colgate-Palmolive trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/colgate-palmolive-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
3 Cosmetics & cleaning	550	69.0%	1918
21 Kitchenware	130	16.3%	1922
5 Pharmaceuticals	66	8.3%	1920
10 Medical devices	14	1.8%	1983
1 Chemicals	8	1.0%	1947
16 Paper & print	8	1.0%	1971
41 Education & entertainment	3	0.4%	1994
4 Oils & fuels	3	0.4%	1958

The brands Colgate-Palmolive protects most

The word marks and logo names Colgate-Palmolive has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	COLGATE	36	9	1928–2023
2	PALMOLIVE	13	7	1929–2016
3	SOFT	11	1	2019–2019
4	HALO	8	6	1943–1964
5	COLGATE TOTAL	8	5	1992–2002
6	COLGATE SENSITIVE PRO-RELIEF	8	4	2009–2015
7	PROTEX	7	1	1964–2016
8	AJAX	6	4	1965–1997
9	JET	6	3	1955–1966
10	STA-SOFT	6	1	1978–2024
11	BLACK LIKE ME	5	5	1991–1994
12	BRIGHT SMILES, BRIGHT FUTURES	5	5	1994–2017
13	EVERYONE DESERVES A FUTURE THEY CAN SMILE ABOUT	5	5	2017–2017
14	COLGATE. IT'S THE DENTISTS' CHOICE FOR A HEALTHY SMILE	4	4	1995–1995
15	DEFEND	4	4	1984–1984

Logos filed most often (since 2020)

13 filings · 3 classes

13 filings · 1 class

6 filings · 2 classes

4 filings · 2 classes

2 filings · 1 class

2 filings · 1 class

2 filings · 1 class

2 filings · 1 class

2 filings · 1 class

1 filing · 1 class

Colgate-Palmolive's logos

The 13 different logos Colgate-Palmolive has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

3 classes

2 classes

2 classes

1 class

1 class

1 class

1 class

1 class

1 class

1 class

1 class

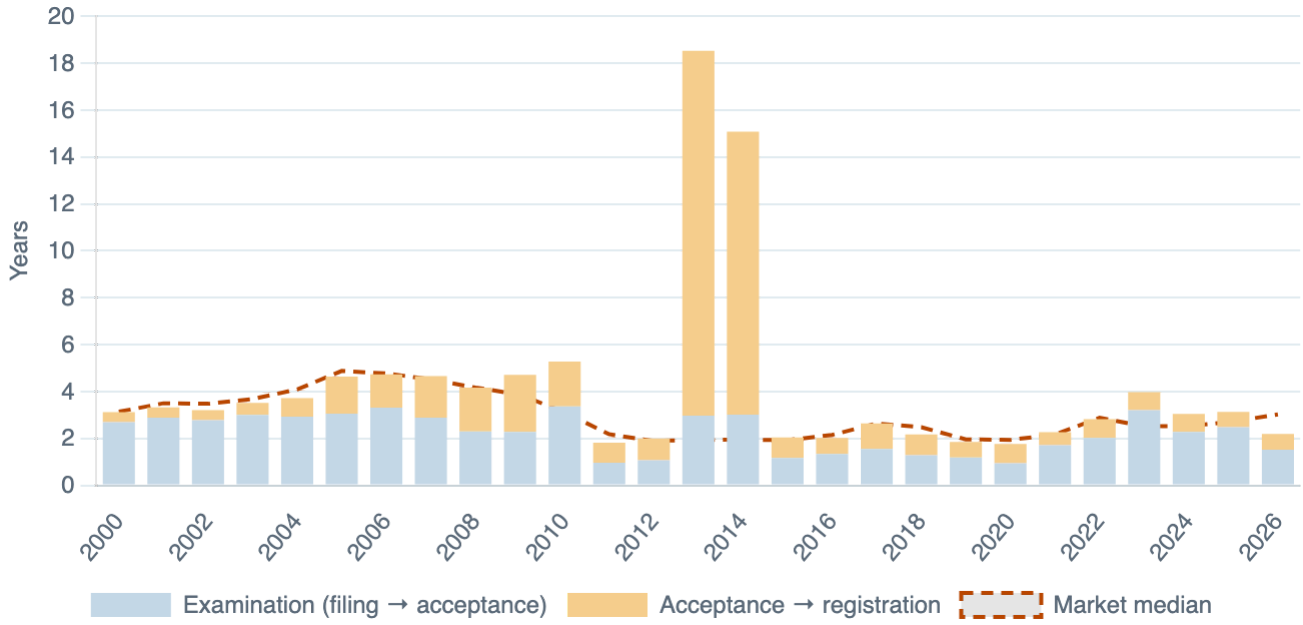
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Colgate-Palmolive's marks took a median of **3.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.3 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

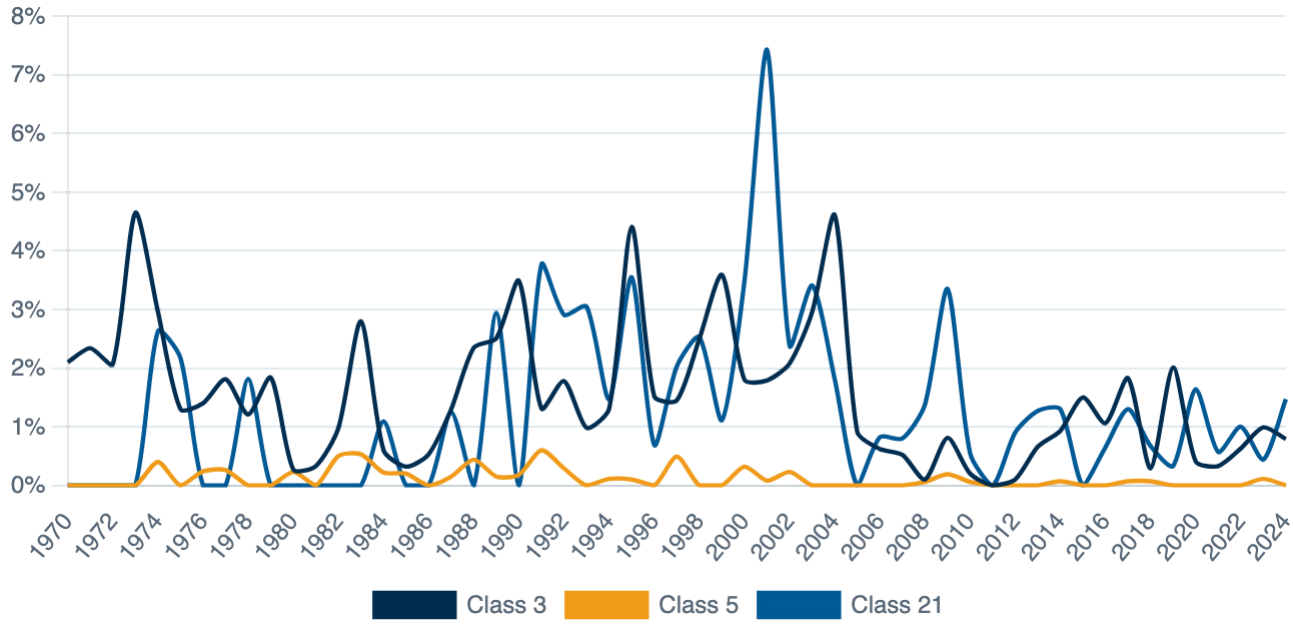


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Colgate-Palmolive's classes

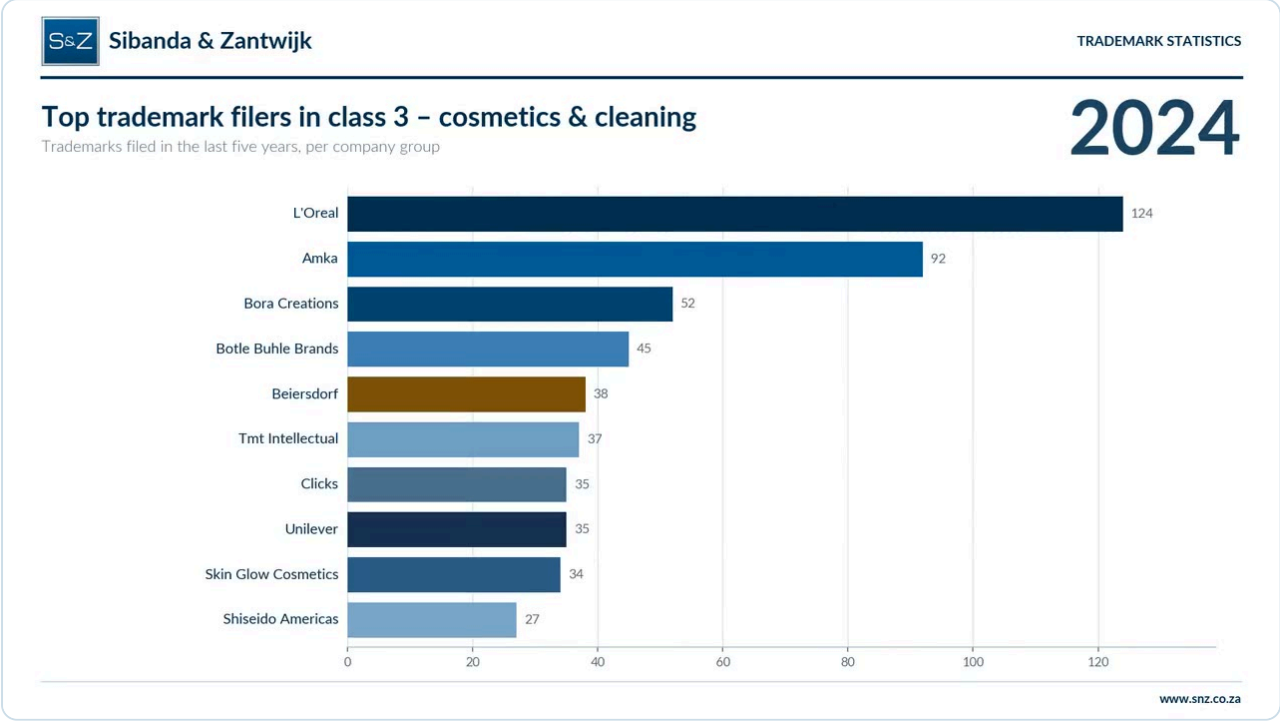
> Ranked by **number of trademarks filed in Colgate-Palmolive's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Colgate-Palmolive's market position, not who is most like it.

In the last five years, Colgate-Palmolive was **#15** of 1,836 filers in class 3 (cosmetics & cleaning), with 24 of 3,958 trademarks; **#3** of 817 filers in class 21 (kitchenware), with 14 of 1,364 trademarks; **#1336** of 2,050 filers in class 5 (pharmaceuticals), with 1 of 6,111 trademarks.



Colgate-Palmolive's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 3 (cosmetics & cleaning), South Africa 1975–2024: Colgate-Palmolive



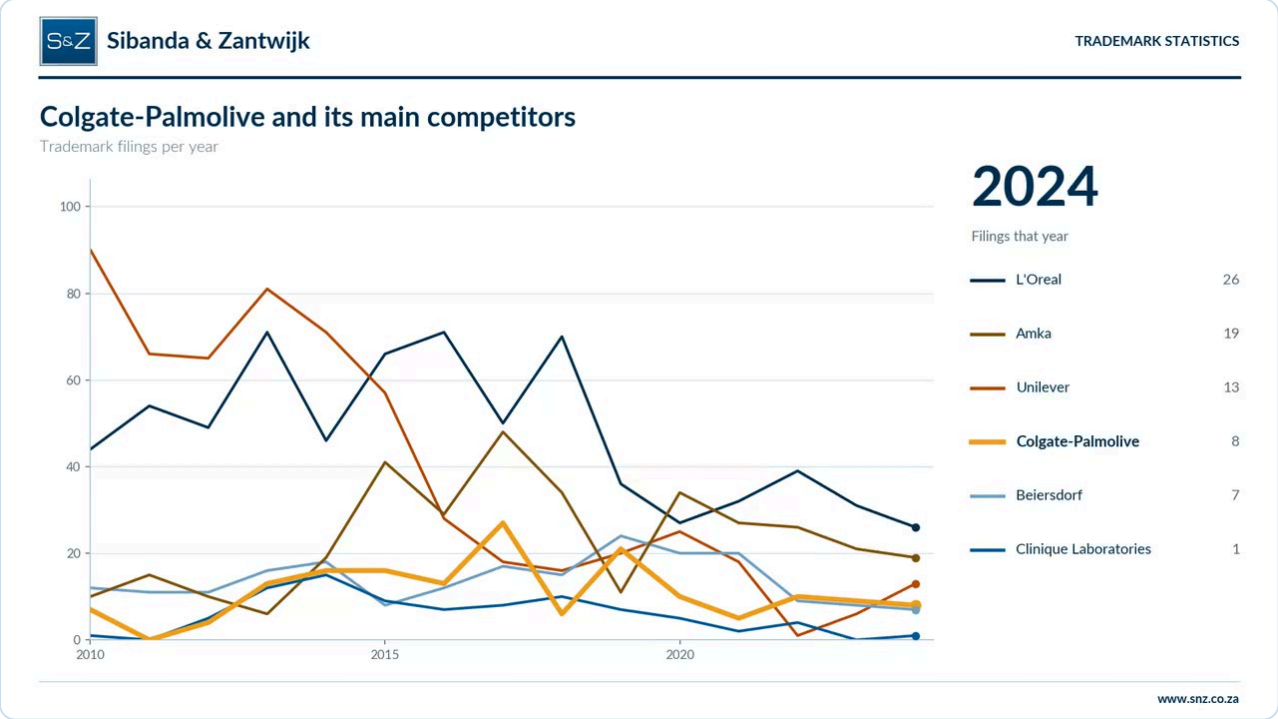
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/colgate-palmolive-south-african-trademarks/class-3-race-video.html

Main competitors – the companies most like Colgate-Palmolive

> Ranked by **how similar their whole trademark portfolio is to Colgate-Palmolive's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Colgate-Palmolive's closest competitors in South Africa are L'Oreal, Unilever, Beiersdorf and Amka.

Colgate-Palmolive trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/colgate-palmolive-south-african-trademarks/competitors-video.html

Trademark filings per year: Colgate-Palmolive (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	L'Oreal	Direct competitor	98%
2	Unilever	Direct competitor	90%
3	Beiersdorf	Direct competitor	86%
4	Amka	Direct competitor	82%
5	Clinique Laboratories	Direct competitor	82%
6	Procter & Gamble	Direct competitor	80%
7	Bora Creations	Direct competitor	79%
8	Reckitt	Direct competitor	78%
9	Make Up Art Cosmetics	Direct competitor	76%
10	SC Johnson	Direct competitor	75%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Colgate-Palmolive – relevant export countries

South Africa exported **US$2.4 billion** of the goods Colgate-Palmolive's main classes cover in the last year – toothpaste; cosmetics; non-medicated; body wash (class 3); toothbrushes; dental floss; heads; interdental cleaners (class 21); medicated mouthwash; medicated toothpaste (class 5); dental apparatus (class 10); chemicals; fertilizers; chemical preparations (class 1). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Colgate-Palmolive's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	78	US$260 m	+0%	National	US$2,388
2	United States of America	74	US$137 m	+3%	National	US$3,425
3	United Kingdom	67	US$41 m	-5%	National	US$1,371
4	Namibia	63	US$269 m	+22%	ARIPO	US$450
5	Japan	63	US$15 m	-10%	National	US$1,774
6	Zimbabwe	61	US$234 m	+20%	ARIPO	US$450
7	Canada	61	US$12 m	-5%	National	US$2,192
8	Türkiye	60	US$16 m	+1%	National	US$1,258
9	Australia	60	US$35 m	-8%	National	US$2,380
10	Zambia	58	US$376 m	+1%	National	US$2,610

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	63	US$269 m	+22%	ARIPO	US$450 S&Z
2	Zimbabwe	61	US$234 m	+20%	ARIPO	US$450 S&Z
3	Zambia	58	US$376 m	+1%	National	US$2,610
4	Botswana	57	US$228 m	-10%	ARIPO	US$450 S&Z
5	Malawi	55	US$29 m	+39%	ARIPO	US$450 S&Z
6	Nigeria	55	US$17 m	-23%	National	US$1,015 S&Z
7	Algeria	53	US$1.2 m	+19%	National	US$1,445
8	Eswatini	53	US$90 m	-15%	National	US$446
9	Lesotho	53	US$60 m	+1%	National	US$326
10	OAPI (17 states)	53	US$11 m	+0%	National	US$1,563 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
COLGATE	9	US$1,827	US$2,302
PALMOLIVE	7	US$1,421	US$1,932
SOFT	1	US$203	US$824
HALO	6	US$1,218	US$1,748
COLGATE TOTAL	5	US$1,015	US$1,563

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Colgate-Palmolive's five most-filed brands: word marks of **other companies** (not Colgate-Palmolive's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to COLGATE (classes 3, 5, 10, 16, 21; searched 2019-09-25 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to PALMOLIVE (classes 1, 3, 4, 5, 8, 20, 21; searched 2018-10-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to HALO (classes 3, 5, 11, 12, 13, 14; searched 2018-05-30 to 2026-11-07)

MARK	PUBLISHED	CLASS	APPLICANT
HALO HERITAGE	2021-11-24	3	Private individual
HALO FRESH	2021-06-30	3	DJF Enterprises
HALO	2018-10-31	5	HALO LIFESTYLE LLC

Similar to COLGATE TOTAL (classes 3, 5, 10, 21, 30; searched 2018-03-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

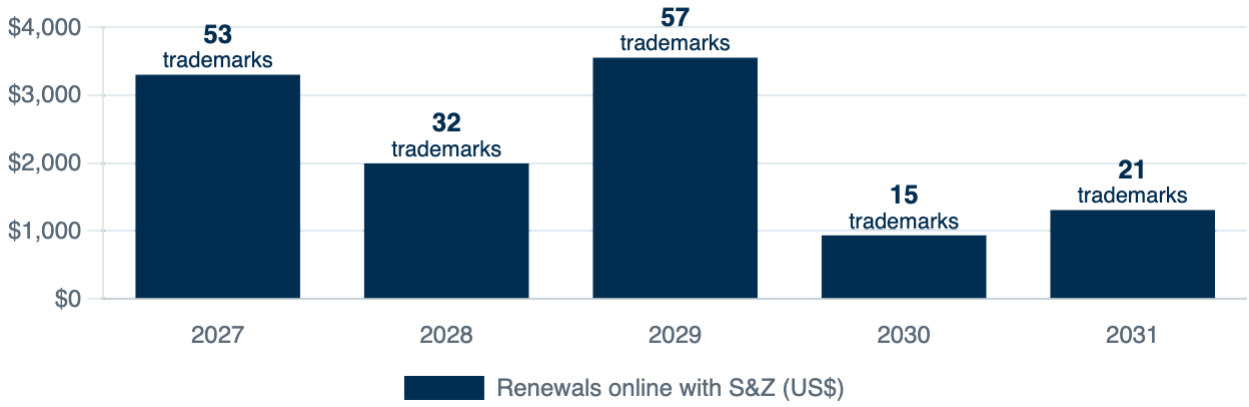
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Colgate-Palmolive's next five years of renewals

178 of Colgate-Palmolive's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$11,087** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za